

AMENDMENT

Please amend the application as follows, without prejudice.

In the Claims:

Please add the following new claims.

13. A system of transfer printing, in particular gilding, a motif lifted from a transfer film by a die, which is to be affixed as a marker on a continuous, receiving strip that has been pre-printed by a gravure process, wherein at the instant of the transfer, the positioning of the pre-printed receiving strip underneath the tool and the strip of transfer film is synchronized, the system comprising:

- a. a means for driving the transfer film;
- b. a means for driving and positioning the receiving strip and immobilizing it during the transfer;
- c. a transfer station; and
- d. a control means for driving:
 - the drive means so that the drive means of the transfer film feeds the film forward by the step corresponding to the motifs, in readiness for the transfer,
 - the means for driving and positioning the receiving strip, which feeds this strip forward by the step corresponding to the printed motif, the extra accumulated pre-printed strip being formed into a loop,
 - the transfer means of the transfer station where the transfer means comprise a heating plane operated by a jack,
 - the cutting means incorporating a cutter, and
 - the control means immobilizing the transfer film and the receiving strip during the transfer and cutting process.

14. System as claimed in claim 13 wherein the means for driving the films and the means for driving the receiving strip both operate step by step, or one is operated step by step and the other continuously, or both are operated continuously.

15. System as claimed in claim 13, wherein there are several means for driving films in parallel, the means transferring several motifs to the receiving strip simultaneously.

16. A product made using the system claimed in claim 13, wherein the strip has polychromatic motifs, with or without metal, holographic motifs and zones intended to permit binary recordings, the material for this purpose being lifted from the transfer strip.

17. A product made using the system in claim 13, wherein the strip has antennas.

18. A product made using the system of claim 13, wherein the strip has a printed circuit.

19. System of transfer printing, in particular gilding, a motif lifted from a transfer film by a die, which is to be affixed as a marker on a continuous, receiving strip that has been pre-

printed by a gravure process, wherein at the instant of the transfer, the positioning of the pre-printed receiving strip underneath the tool and the strip of transfer film is synchronized, the system comprising:

- a. a means for driving the transfer film;
- b. a means for driving and positioning the receiving strip and immobilizing it during the transfer;
- c. a transfer station; and
- d. a control means for driving:

the drive means so that the drive means of the transfer film feeds the film forward by the step corresponding to the motifs in readiness for the transfer,

the means for driving and positioning the receiving strip, which feeds this strip forward by the step corresponding to the printed motif, and

the transfer means of the transfer station comprising at least one transfer element mounted on a rotary element, and the drive means of the film and that of the receiving strip are controlled so as to drive the film and the receiving strip at the same speed as the peripheral speed of the transfer element during the transfer process, the transfer means including:

a first detector assigned to the strip in order to detect the step of the product and supply a signal by means of a control managing the forward feed of the strip provided with pre-printed markers intended to be read by the detection means,

a second detector assigned to the film to detect the motif of the film and supply a signal to the control means managing the drive means of the film,

a tensioning system for the transfer film and/or films comprising a double jack system coupled with the intake and outlet cylinder.

20. System as claimed in claim 19, wherein the means for driving the films and the means for driving the receiving strip both operate step by step, or one is operated step by step and the other continuously, or both are operated continuously.

21. System as claimed in claim 19, wherein there are several means for driving films in parallel, the means transferring several motifs to the receiving strip simultaneously.

22. A product made using the system claimed in claim 19, wherein the strip has polychromatic motifs, with or without metal, holographic motifs and zones intended to permit binary recordings, the material for this purpose being lifted from the transfer strip.

23. A product made using the system in claim 19, wherein the strip has antennas.

24. A product made using the system of claim 19, wherein the strip has a printed circuit.